

900 Cummings Center, Suite B07-U
Beverly, MA 01915
Tel. 978-299-2290
Fax 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

To: Joyce Modugno
From: John J. Maihos
Date: April 11, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negron, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie.

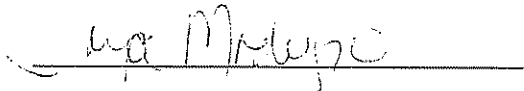
A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us.

Once your re-training is complete, I will receive an email from QC or the management person who helped you.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



My signature indicates that this memo has been communicated to me

Training completed for 4/12

- JJM

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**Direct Marketing
Concepts, Inc.**

Memo

To: Sal Pena
From: John J Maihos
Date: April 20, 2005
Re: Order Confirmation Recordings (Contract Genie)

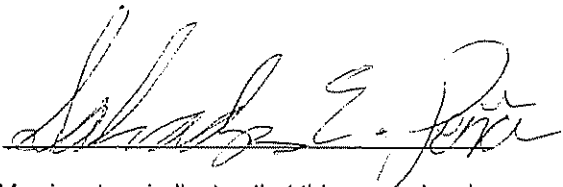
Please see Soreida Negron, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie.

A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Once your re-training is complete, QC or a manager will sign off that your retraining is complete.

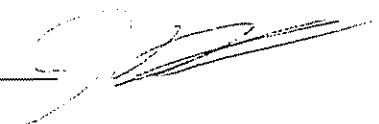
If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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RETRAINING COMPLETED ON ⁴⁻24-05

by Jesse Gilbert 

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**Direct Marketing
Concepts, Inc.**

Memo

*Tru # 31055025 - no AutoShip, no explain,
A 31055751 - no call recording
31055726 - perfect recording!*

To: Samira Kiwan
From: John J Maihos
Date: May 31, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found a recording that didn't explain the autoship program. In checking another call Contract Genie it was fine, so it's clear that you know how to do the process. Please take care to follow the script on all calls. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is not complete, we have no way to know what was communicated to the customer.

Please follow the spirit of the script which follows:

"Before I let you go _____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving."

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address). We will be billing your credit card (total amount of package) today."

"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1 800 215 0063."

"Thank you for your order today and your confirmation invoice number is (give invoice #, not contract genie #)."

Future incomplete Contract Genie recording will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.

John J Maihos

John

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**Direct Marketing
Concepts, Inc.**

Memo

To: Richard MacDonald
From: John J Maihos
Date: May 31, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found an order confirmation with no mention of auto ship. Ironically the recording was over 15 minutes as you worked through three different orders with the customer. There were also many side conversations that had nothing to do with the order.

On invoice #31056462, CG #13332365, QC said that you didn't mention the price or the autoship, but in reviewing it, you did both, although you quickly brushed by it and didn't properly follow the script.

On invoice #31056474, CG #31056462, you were again vague on the autoship. It's doubtful that the customer understood the offer.

As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is incorrect or vague, we have no way to know what was communicated to the customer.

Please follow the spirit of the script which follows:

"Before I let you go_____. I just want to quickly confirm your order with you, so we are both clear on what you will be receiving."

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in ("express shipping" 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address). We will be billing your credit card (total amount of package) today."

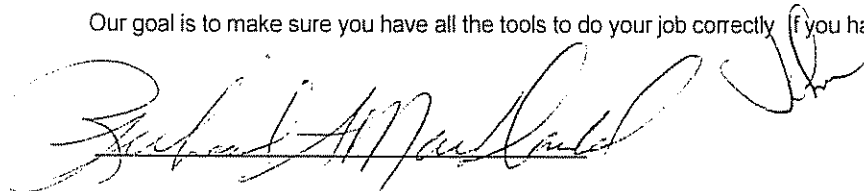
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1 800 215 0063."

"Thank you for your order today and your confirmation invoice number is (give inv #, not contract genie #)."

Future unclear or vague Contract Genie recording will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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**Direct Marketing
Concepts, Inc.**

Memo

To: Amanda Elibero
From: John J Maihos
Date: May 31, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found empty recordings for orders you placed over the past few weeks. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

I understand that you received retraining, and you demonstrated to me how Contract Genie works.

Please follow the spirit of the script which follows:

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving..."

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address). We will be billing your credit card (total amount of package) today."

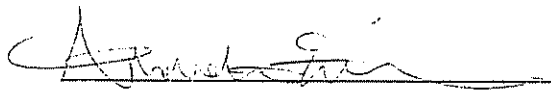
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1 800 215 0063."

"Thank you for your order today and your confirmation invoice number is (give invoice #, not contract genie #)."

Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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**Direct Marketing
Concepts, Inc.**

Memo

To: Jay Wyshak
From: John J Maihos
Date: May 31, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found some contract genie recordings that didn't fully explain the contents of the customer's order. You tend not to include special shipping options or other extras like pH test kits.

As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is incorrect or vague, we have no way to know what was communicated to the customer.

Please follow the spirit of the script which follows:

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving. "

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address) We will be billing your credit card (total amount of package) today "

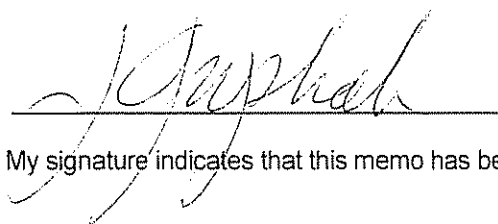
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for_____
(amount of monthly re-supply varies on whatever package deal customer agreed to) "

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1 800 215 0063 "

"Thank you for your order today and your confirmation invoice number is (give inv #, not contract genie #) "

Future unclear or vague Contract Genie recording will lead to further disciplinary action, up to and including loss of your job

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me



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**Direct Marketing
Concepts, Inc.**

Memo

To: Richard Gentile
From: John J. Maihos
Date: May 18, 2005
Re: Contract Genie

A review of our Contract Genie verification system found some questionable recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is unclear we have no way to know what was communicated to the customer, and the customer is more likely to call to complain, cancel their order, or worse.

Here is a summary of the Contract Genie recordings we have in question:

CG: 12999843 - When taking sales calls, it is imperative that you properly explain the autoship program. On this order

CG: 13299505 - When you are trying to close a deal, you can't give a free "gift" that a customer sees a charge for. Instead, you could say "special pricing" as Cathy explained. That way people aren't confused.

CG: 12995415 - Be sure that autoship is understood. The woman seemed a bit confused, and you should have explained things more. She expected that she would call you if she wanted more. You told her to callback, but didn't imply that product would continue.

CG: 13142426 - No excuse. The autoship wasn't mentioned. You say "IF" the person likes it which implies that product won't necessarily continue.

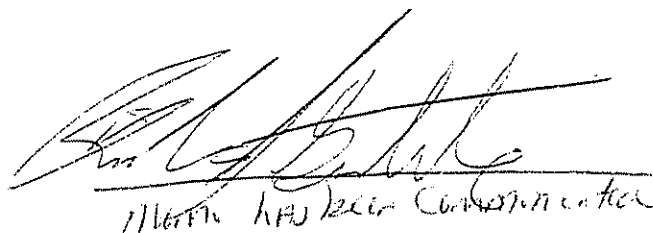
CG: 2505361 - Two bottles were on this order. Again, you said "IF" No mention of autoship.

CG: 13088123 - Again, "IF" you want to get a discount in the future. You've got to specify that they will continue to get the product.

CG: 12973324 - Again you say "IF" you continue to receive it. Saying, "If you want to stay on it" isn't the same as saying that the product will be shipped again.

Please follow the spirit of the script going forward to eliminate customer confusion and the possibility of backlash.

If this type of recording continues, you will receive further disciplinary action, up to and including loss of your job.



John J. Maihos
Marketing Manager

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**Direct Marketing
Concepts, Inc.**

Memo

To: Sarah Mehlman
From: John J. Maihos
Date: May 28, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

I understand that you have received retraining from Garry Calandro, and you demonstrated to me how Contract Genie works.

Please follow the spirit of the script which follows:

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving. ."

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address). We will be billing your credit card (total amount of package) today."

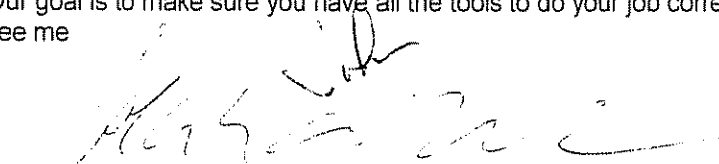
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1.800.215.0063."

"Thank you for your order today and your confirmation invoice number is (give invoice #, not contract genie #)."

Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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**Direct Marketing
Concepts, Inc.**

Memo

To: Brett Forsythe
From: John J Maihos
Date: May 23, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found a recording that didn't fully explain the auto ship program. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is not complete, we have no way to know what was communicated to the customer.

Please follow the spirit of the script which follows:

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving "

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address) We will be billing your credit card (total amount of package) today "

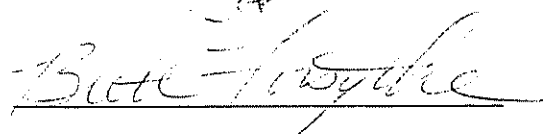
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to) "

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1 800.215 0063 "

"Thank you for your order today and your confirmation invoice number is (give invoice #, not contract genie #)."

Future incomplete Contract Genie recording will lead to further disciplinary action, up to and including loss of your job

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me



CG# 13121945

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**Direct Marketing
Concepts, Inc.**

Memo

CG # 13274938
CG # 13327411

To: Bruce Deshamps
From: John J Maihos
Date: May 21, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found recordings that didn't fully explain the contents of the package or an included shipping option. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is not complete, we have no way to know what was communicated to the customer.

Please follow the spirit of the script which follows.

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving . "

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address) We will be billing your credit card (total amount of package) today "

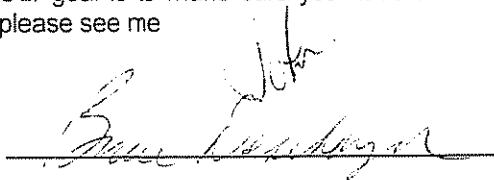
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for_____ (amount of monthly re-supply varies on whatever package deal customer agreed to) "

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1 800 215 0063 "

"Thank you for your order today and your confirmation invoice number is (give invoice #, not contract genie #) "

Future incomplete Contract Genie recording will lead to further disciplinary action, up to and including loss of your job

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me



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**Direct Marketing
Concepts, Inc.**

Memo

To: Paul Fessenden
From: John J Maihos
Date: May 22, 2005
Re: Order Confirmation Recordings (Contract Genie)

CG # 13155266
CG # 13254439
CG # 13166105
CG # 1322259

A review of our Contract Genie verification system found an unclear explanation of our auto ship program. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is incorrect or vague, we have no way to know what was communicated to the customer.

The orders we reviewed together were all when you were relatively new, and I know that you have told me that you are now clear on the auto ship program.

Please follow the spirit of the script which follows:

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving ."

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address) We will be billing your credit card (total amount of package) today."

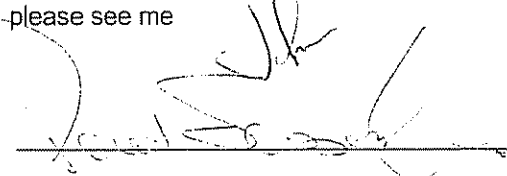
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1.800.215.0063."

"Thank you for your order today and your confirmation invoice number is (give inv #, not contract genie #) "

Future unclear or vague Contract Genie recording will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me



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**Direct Marketing
Concepts, Inc.**

Memo

CG# 12546954

To: ~~Linda Wigglesworth~~ *Christine Wood*
From: John J. Maihos
Date: May 20, 2005
Re: Order Confirmation Recordings (Contract Genie)

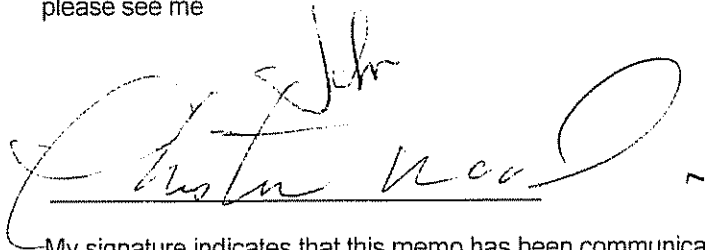
Please see me to receive retraining on Contract Genie

A review of our Contract Genie verification system found wrong confirmation codes for the order you placed #26012005. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording has a wrong confirmation number, we cannot track it and have no way to know what was communicated to the customer.

Please be more careful when entering contract Genie number because this will help protect your and our company, and assure that the customer is getting what they want.

Future incorrect confirmation numbers will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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RETRAINING COMPLETED ON 5/20/05

by John Maihos

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**Direct Marketing
Concepts, Inc.**

Memo

To: Richard Bertolino
From: John J. Maihos
Date: April 11, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negrón, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie.

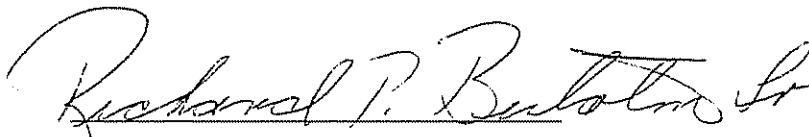
A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us.

Once your re-training is complete, I will receive an email from QC or the management person who helped you.

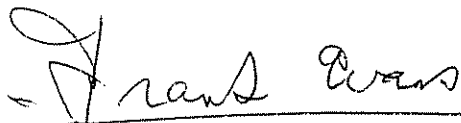
If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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Retrained by FRANK EVANS



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**Direct Marketing
Concepts, Inc.**

Memo

To: Sam Cruz
From: John J. Maihos
Date: May 17, 2005
Re: THERESA SAVAGE Order

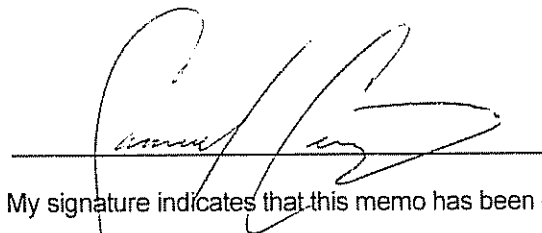
We listened to the Contract Genie recording for this woman's order, and she clearly asked that it not be processed because another person in the household had just charged something else on their card

The order was processed anyway, and a refund eventually had to be issued because the customer called back angry that the order was processed anyway

This cannot be repeated, and even if you had already processed the order, as you say happened, an email to FIX could have avoided this customer service problem

If this kind of order continues you will be disciplined up to and including loss of your job

If you have a challenge with a customer in the future, please bring it up to your sales manager immediately



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#13242496

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**Direct Marketing
Concepts, Inc.**

Memo

RE: GC# 1311460
GC# 13154168

To: Debi Donahue
From: John J. Maihos
Date: May 20, 2005
Re: Order Confirmation Recordings (Contract Genie)

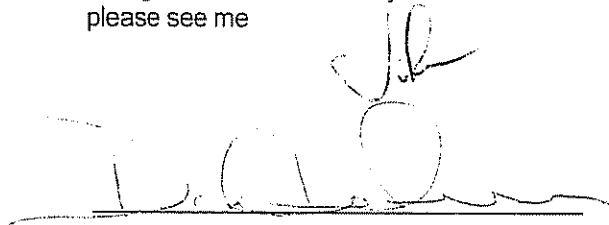
Please see me to receive retraining on Contract Genie

A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank, we have no way to know what was communicated to the customer.

Once your re-training is complete, QC or a manager will sign off that your retraining is complete.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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RETRAINING COMPLETED ON 5/24/05

by John Maihos

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Tel 978-299-2290
Fax 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

To: Linda Wigglesworth
From: John J Maihos
Date: April 18, 2005
Re: Order Confirmation Recordings (Contract Genie)

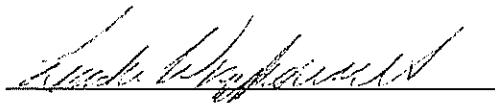
Please see Soreida Negrón, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie

A review of our Contract Genie verification system found wrong confirmation codes for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording has a wrong confirmation number, we cannot track it and have no way to know what was communicated to the customer.

Once your re-training is complete, QC or a manager will sign off that your retraining is complete.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future incorrect confirmation numbers will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



My signature indicates that this memo has been communicated to me.

RETRAINING COMPLETED ON _____

by _____

NO RETRAINING
NECESSARY
NO CONF RECORDING
WAS NECESSARY

John Maihos

From: Linda Wigglesworth
Sent: Monday, April 18, 2005 2:32 PM
To: John Maihos
Subject: confirmation on autoship

John, I looked up the invoices. They were non auto ship offers, and this is why there were no conf #'s. There were 3 invoices, not 8. Some of the entries on the print-out were duplicates. I spoke to Matt, gave him the print-out, and he said he would look into it. Thanks LW

4/29/2005

900 Cummings Center, Suite B07-U
Beverly, MA 01915
Tel 978-299-2290
Fax 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

To: Donna O'Brien
From: John J. Maihos
Date: April 29, 2005
Re: Order Confirmation Recordings (Contract Genie)


Please see Soreida Negron, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie

A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Once your re-training is complete, QC or a manager will sign off that your retraining is complete.

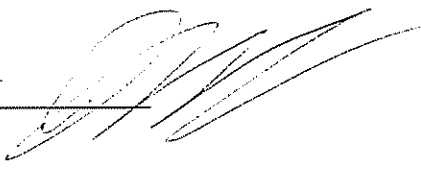
If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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RETRAINING COMPLETED ON 4-29-05

by Jesse Talbot 

900 Cummings Center, Suite B07-U
Beverly, MA 01915
Tel 978-299-2290
Fax 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

To: Yessenia Victoriano
From: John J Maihos
Date: April 12, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negrón, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie

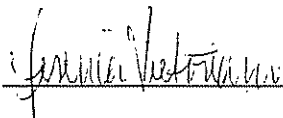
A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us.

Once your re-training is complete, I will receive an email from QC or the management person who helped you.

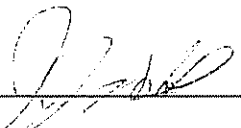
If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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RETRAINING COMPLETED ON 4-14-05

by 

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Tel. 978-299-2290
Fax. 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

To: Jessica Johnson
From: John J. Maihos
Date: April 12, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negron, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie

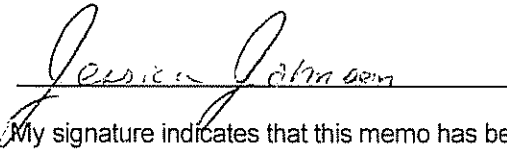
A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank, we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us.

Once your re-training is complete, I will receive an email from QC or the management person who helped you.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

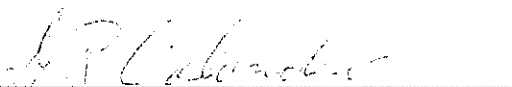
Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.


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RETRAINING COMPLETED ON

4/13/05

by



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**Direct Marketing
Concepts, Inc.**

Memo

To: Nena Delacruz
From: John J Maihos
Date: April 12, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negron, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie

A review of our Contract Genie verification system found some blank recordings for orders you placed. ~~As you know, we~~ use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us.

Once your re-training is complete, I will receive an email from QC or the management person who helped you.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.

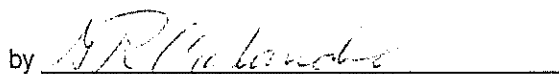


My signature indicates that this memo has been communicated to me

RETRAINING COMPLETED ON

4/13/05

by



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**Direct Marketing
Concepts, Inc.**

Memo

To: Anzilla Arias
From: John J. Maihos
Date: April 12, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negrón, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie

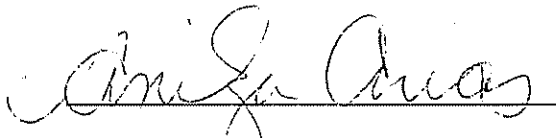
A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us.

Once your re-training is complete, I will receive an email from QC or the management person who helped you.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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RETRAINING COMPLETED ON 4/14/05

by Soreida Negrón

900 Cummings Center, Suite B07-U
Beverly, MA 01915
Tel 978-299-2290
Fax 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

To: Camille White
From: John J Maihos
Date: April 12, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negrón, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie

A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us

Once your re-training is complete, I will receive an email from QC or the management person who helped you.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me

Camille White

My signature indicates that this memo has been communicated to me

RETRAINING COMPLETED ON 4-13-05

by John J Maihos

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Tel. 978-299-2290
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**Direct Marketing
Concepts, Inc.**

Memo

To: Valerie Holmes
From: John J. Maihos
Date: April 11, 2005
Re: Order Confirmation Recordings (Contract Genie)

Please see Soreida Negrón, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie.

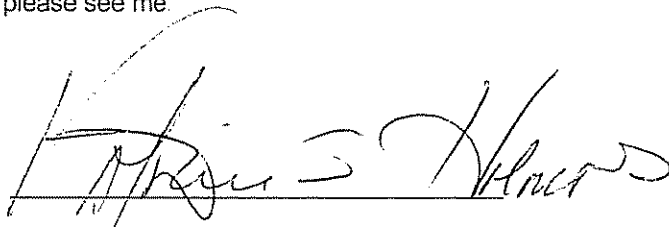
A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank we have no way to know what was communicated to the customer.

Even though we may have already spoken to you about this, and even though you may feel you have corrected the way you use Contract Genie, we want you to receive personal instruction from us.

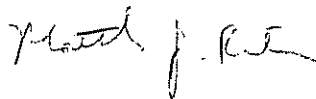
Once your re-training is complete, I will receive an email from QC or the management person who helped you.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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Retraining complete 4/9/05

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Beverly, MA 01915
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**Direct Marketing
Concepts, Inc.**

Memo

To: Tim Lee
From: John J. Maihos
Date: April 13, 2005
Re: Order Confirmation Recordings (Contract Genie)


Please see Soreida Negron, our Quality Control person, or if she is not available, see Simon, Matt, Gary, Jesse or Frank to receive retraining on Contract Genie.

A review of our Contract Genie verification system found some blank recordings for orders you placed. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is blank, we have no way to know what was communicated to the customer.

Once your re-training is complete, QC or a manager will sign off that your retraining is complete.

If you do not receive this retraining within a business day, your access to our sales ordering system will be revoked until the retraining is completed. Future missing confirmation recordings will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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RETRAINING COMPLETED ON 4/14/05

By Soreida Negron

900 Cummings Center, Suite B07-U
Beverly, MA 01915
Tel 978-299-2290
Fax 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

To: Tim Lee
From: John J Maihos
Date: May 21, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found an unclear explanation of our autship program. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is incorrect or vague, we have no way to know what was communicated to the customer.

Please follow the spirit of the script which follows.

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving "

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address) We will be billing your credit card (total amount of package) today."

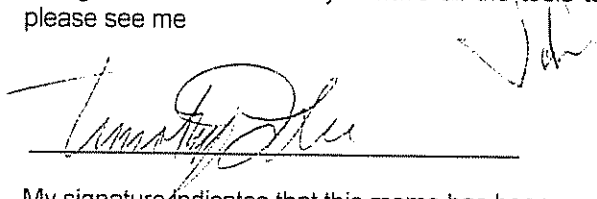
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for_____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1.800.215.0063 "

"Thank you for your order today and your confirmation invoice number is (give invoice #, not contract genie #) "

Future unclear or vague Contract Genie recording, will lead to further disciplinary action, up to and including loss of your job

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me



A handwritten signature in black ink, appearing to read 'John J. Maihos', is written over a horizontal line.

My signature indicates that this memo has been communicated to me

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Tel 978-299-2290
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**Direct Marketing
Concepts, Inc.**

Memo

To: Richard MacDonald
From: John J Maihos
Date: May 25, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found two unclear explanation of our auto ship program. You also had three recordings that quality control found acceptable. We need consistency in the Contract Genie, and you need to be sure that when the customer interrupts you, you are able to go back to the script so nothing is left out.

As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is incorrect or vague, we have no way to know what was communicated to the customer.

Please follow the spirit of the script which follows:

"Before I let you go _____, I just want to quickly confirm your order with you. so we are both clear on what you will be receiving."

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address). We will be billing your credit card (total amount of package) today."

"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES). If at any time you want to change, modify, or cancel your order you may do so by calling 1 800 215 0063."

"Thank you for your order today and your confirmation invoice number is (give inv #, not contract genie #)."

We need to have all your recordings like the ones that QC has complimented you on. Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me or your manager.

The bad will outweigh the good so be sure you heed this memo. Future problems may lead to further disciplinary action, up to and including loss of your job.

Good: 31053695, 2594236, 31055289, 31053680

Not good: 31055292, 31032375 (Auto ship wasn't mentioned), 2506487 (no recording)



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**Direct Marketing
 Concepts, Inc.**

Memo

To: Aaron Henderson
From: John J. Maihos
Date: May 23, 2005
Re: Order Confirmation Recordings (Contract Genie)

CG# 13324443 Good!
 CG# 13327623 Free PH
 CG# 13327296 Free PH
 CG# 13327437 Free PH
 CG# 13327155 Good!
 CG# 13324735 Good, except 111

A review of our Contract Genie verification system found some unclear explanations of contents of some packages you sold. You also had a few very good recordings according to our Quality Control department. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is incorrect or vague, we have no way to know what was communicated to the customer.

The orders we reviewed together were all when you were relatively new.

Please follow the spirit of the script which follows.

"Before I let you go _____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving."

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address) We will be billing your credit card (total amount of package) today."

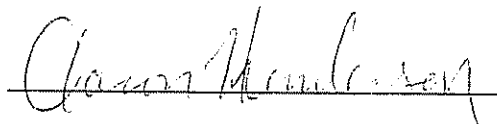
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for _____ (amount of monthly re-supply varies on whatever package deal customer agreed to) "

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1.800.215.0063 "

"Thank you for your order today and your confirmation invoice number is (give inv #, not contract genie #) "

Contract Genie recordings are very important, and when they indicate that you haven't been clear with a customer, we risk a bad reputation. Please be careful to properly review orders with customers so they understand what they are receiving.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



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900 Cummings Center, Suite B07-U
Beverly, MA 01915
Tel 978-299-2290
Fax 978-921-0802

**Direct Marketing
Concepts, Inc.**

Memo

INV#
26106722
2427966

CG: 133 27950
CG: 13328224
CG: 13247327
CG: 13329104
CG: 13329047

To: Amy Elwell
From: John J. Maihos
Date: May 27, 2005
Re: Order Confirmation Recordings (Contract Genie)

A review of our Contract Genie verification system found three blank recordings and a recording that didn't fully explain the auto ship program. As you know, we use Contract Genie to establish the legitimacy of an order. When a recording is not complete, we have no way to know what was communicated to the customer.

You demonstrated the proper Contract Genie procedure so I now that you have been retrained.

Please follow the spirit of the script which follows.

"Before I let you go_____, I just want to quickly confirm your order with you, so we are both clear on what you will be receiving. "

"You will receive your (1 month, 3 month, six month, 1 year) supply of _____ in (*express shipping* 3-5 days or 2-4 weeks) and it is going to be shipped to (confirm address) We will be billing your credit card (total amount of package) today "

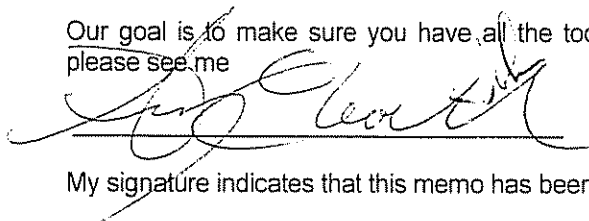
"You have also agreed to sign up for our continuity program, so once your supply is up (1 month, 3 month, 6 month, 1 year) you will automatically receive your re-supply (state frequency) in the mail for_____ (amount of monthly re-supply varies on whatever package deal customer agreed to)."

"Is all of this information correct and do you agree to the terms of this offer? (Must get YES) If at any time you want to change, modify, or cancel your order you may do so by calling 1 800 215 0063 "

"Thank you for your order today and your confirmation invoice number is (give invoice #, not contract genie #)."

Future incomplete Contract Genie recording will lead to further disciplinary action, up to and including loss of your job.

Our goal is to make sure you have all the tools to do your job correctly. If you have any question, please see me.



My signature indicates that this memo has been communicated to me.